

INNOVATION™

CHILD'S PLAY™

5

THIS IS IT! "STUCK ON CHUCK"
CONTEST WINNERS BATTLE
THE DEMONIC DOLL!

By **Andy Mangels** and
Raine Szramski

INNOVATION™

So Where Are All The Innovations, Anyway?

I've gotten a few comments from people who don't regularly follow our publishing endeavors, mainly along the lines of "How can you be *Innovation* if you're mainly doing adaptations of other people's stuff? What's innovative about that?"

I think a lot of it is really *caring* about what we're doing, and doing in many cases new material that continues a legend or a cult classic. I'm pleased as punch to be able to resurrect *LOST IN SPACE* and turn it into one of the best-selling, best-received, most-awaited series in the direct sales market. The chance to work on it with "Will Robinson" himself, Bill Mumy, makes it even nicer. And I'm thrilled to be able to write our upcoming, all-new *DARK SHADOWS* (Hey! A scoop...you heard it first here!), a show that I remember running home after school every week-day in the late '60s to watch.

Similarly, our art director, George Broderick, Jr. is a big-time fan of *QUANTUM LEAP*, and that it's one of three projects he specifically asked me to arrange for him. We did, the book looks great and reads just like the TV show plays, and he and we couldn't be happier.

Diana Light, who is now Diana Light-Okamoto (but still has the Southern accent, just to confuse people further), is a big fan of Piers Anthony's Incarnations of Immortality series, beginning with *ON A PALE HORSE*. She edited the first issue with my adaptation, then plunged in to handle adapting from there. Now that Mike Okamoto painted the first big issue, set the style, and will continue doing the covers for the entire six-issue run, the book is in the best hands possible.

As far as our freelancers:

Andy Mangels is a big fan of the Freddy Krueger films and the Chucky movies. So when he brought *CHILD'S PLAY* (adaptations and this new series you're holding in your hands right now), *NIGHTMARES ON*

ELM STREET (new stories featuring the film characters), and *FREDDY'S DEAD: THE FINAL NIGHTMARE* (adapting the sixth and final Freddy film) to us to publish, and he showed us his *passion* for the projects, we took them on -- because we knew we would get the best books possible.

Scott Rockwell had two projects that were very personal to him: *Terry Pratchett's THE COLOUR OF MAGIC* and *Gene Wolfe's THE SHADOW OF THE TORTURER*. Both read well. Both are excellently drawn. He, the authors, and their fans couldn't be happier. And *THE COLOUR OF MAGIC* is being arranged for reprinting in its native England.

Faye Perozich and Daerick Gross were equally hot to do *Anne Rice's THE VAMPIRE LESTAT*, which turned out to be the independent publisher success story of the year. This beautiful series will be collected into two different trade paperbacks (one from Ballantine, one from us), plus a hardcover and a limited signed-and-numbered hardcover later this year. Three more Anne Rice projects have resulted, Daerick Gross won the Russ Manning Award for best new talent at San Diego Con this year, and the results all show that *caring* about a project really means something.

We've learned that the care factor makes all the difference. Sure, at first glance we look like the Gold Key of the '90s, with adaptation/tie-in fever, but look at the difference in quality!

The chance to work on childhood heroes, legends, cultural icons, and do our best work ever makes coming to work each day worthwhile. Rather than a bunch of *product* to wrap advertising around, our books offer a lot of care -- nice paper, nicely written, often fully painted, and reasonably priced.

That strikes me as pretty *Innovative*, indeed!

-- David Campiti
August, 1991

CHILD'S PLAY™: THE SERIES

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Campiti, Publisher & Editor-in-Chief. Diana Light,

Operations. George Broderick, Art Director. Vince

Donley, V.P. Administration & Finance. Sandy French,

Office Manager. Marla Cowell, Closet Chucky fan. John

Newton, All-Around Nice Guy. CHILD'S PLAY™ © 1991

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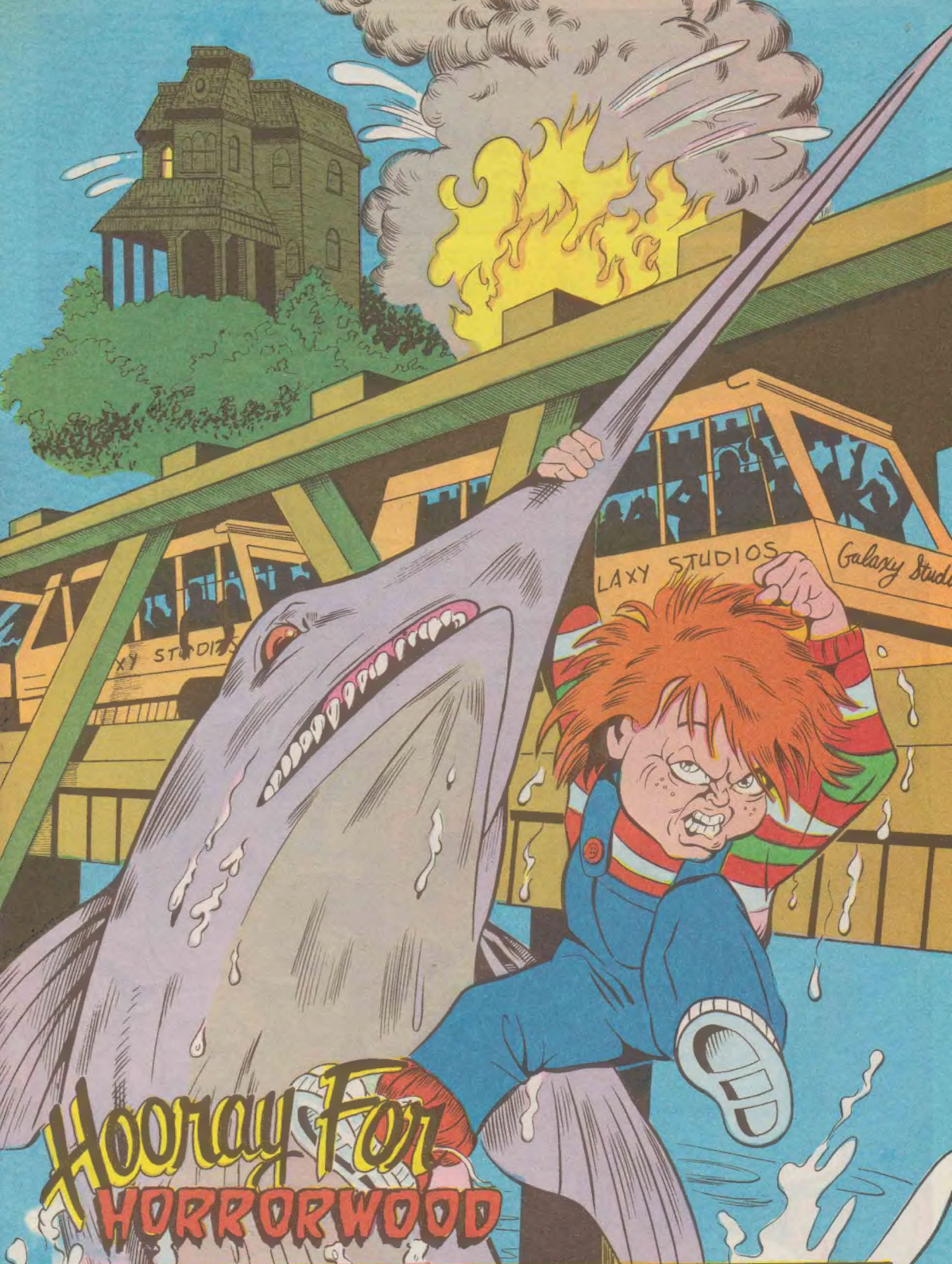
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Hooray For HORRORWOOD

ANDY MANGELS
WRITER

VICKIE WILLIAMS
LETTERER

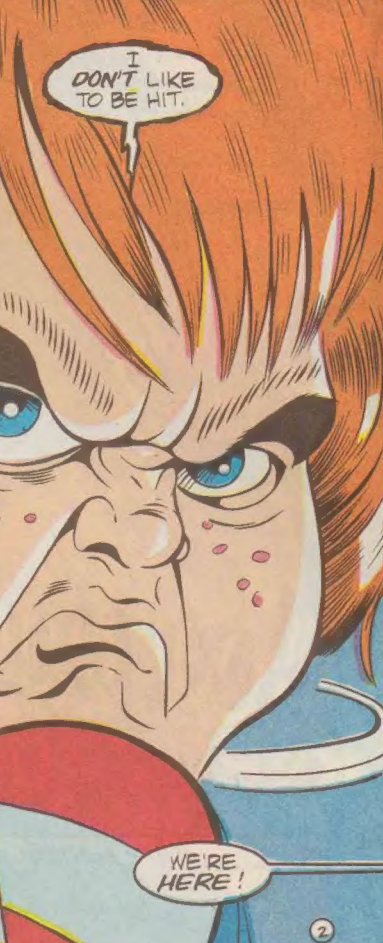
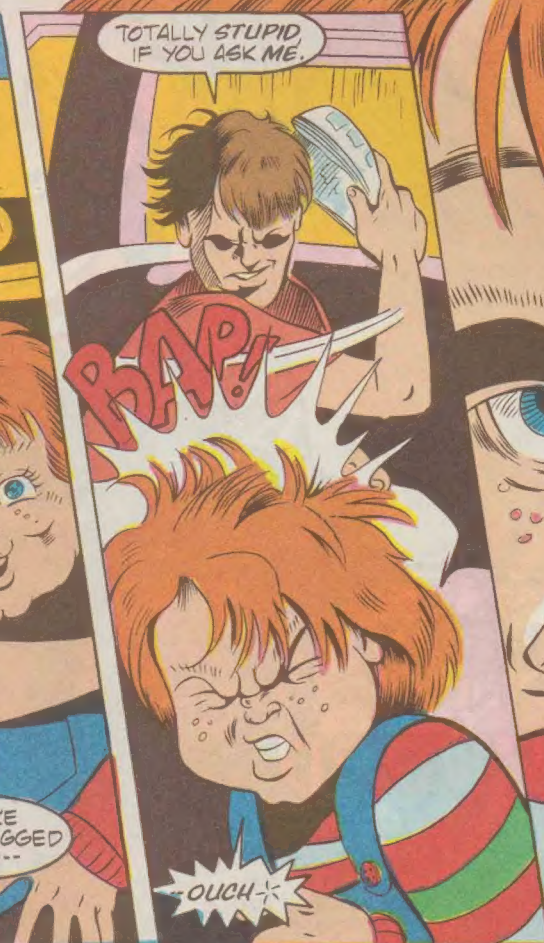
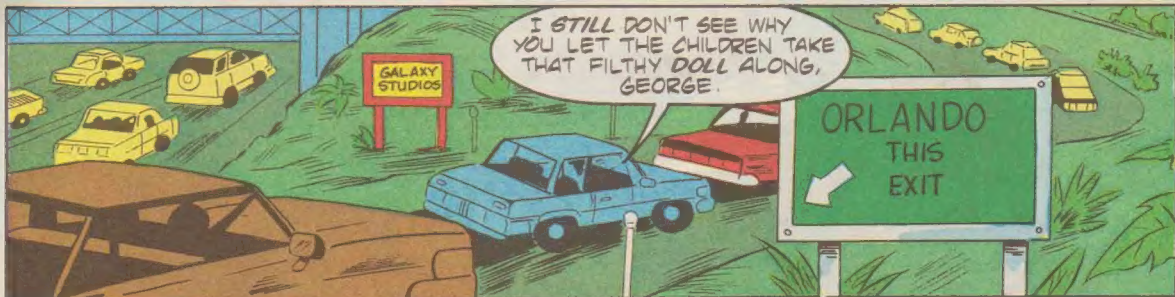
RAINE SZRAMSKI
PENCILLER

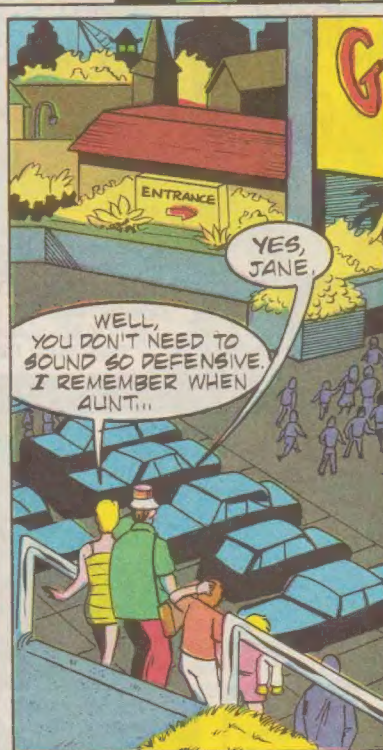
SCOTT ROCKWELL
COLORIST

BARB KAALBERG
INKER

DAVID CAMPITI
EDITOR

Featuring Child's Play Contest Winners EMILIO REMIOR and ROB HALBASCH!







COOL GUYS, CHECK IT OUT.

THE A GOOD GUY DOLL, DID YOU HEAR ABOUT THE KILLER GOOD GUY DOLL FROM UP IN CHICAGO?

Charlie's Comics



DON'T BE A GEEK. EVERYONE KNOWS THAT'S JUST SOME WIERD STORY.

YEAH, BUT WHAT IF IT ISN'T? I BET YOU SOMEONE COULD BRING A DOLL TO LIFE WITH VOOODOO OR SOMETHING.



YOU'VE BEEN WATCHING TOO MANY HORROR MOVIES, DUDE.

I OVERHEARD YOU GUYS TALKING ABOUT THAT KILLER GOOD GUY DOLL. THEY'RE GONNA SHUT DOWN THE TOY LINE UP IN CHICAGO 'CAUSE OF ALL THE BAD PRESS.



NO WAY! THEY'RE SHUTTING DOWN THE COMPANY?

I'M NOT SURE IF IT'S THE WHOLE COMPANY, OR IF IT'S JUST THE GOOD GUY LINE. MY COUSIN WORKS-- USED TO WORK AT THE PLANT. HE SAID THERE'D BEEN SOME PRETTY WEIRD THINGS HAPPENING LATELY.



SEE? WHY WOULD THEY SHUT THEM DOWN IF THERE WASN'T SOMETHING GOING ON?



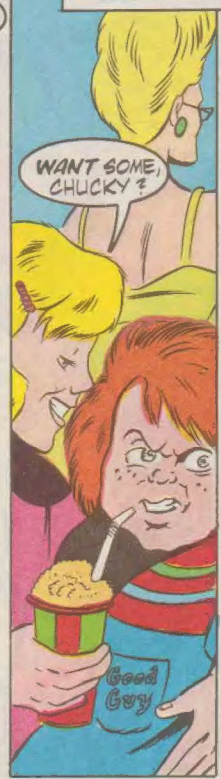
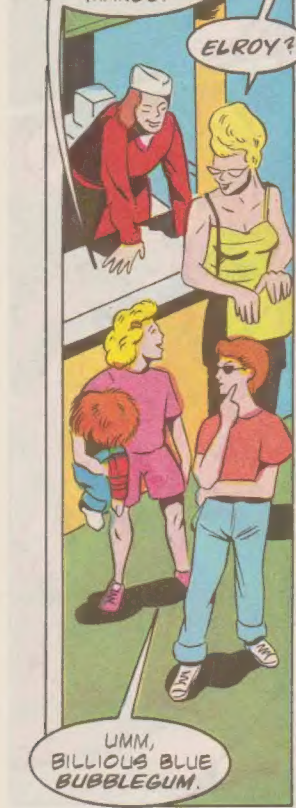
I SEE YOU READ COMICS, TOO.

HUH? OH, THE T-SHIRT. IT'S WHERE I SHOP, UP IN HIALEAH, NORTH OF HERE.

I WORK AT BOOKS PLUS, A COMIC SHOP IN JONESBORO, ARKANSAS. NAME'S ROB HALBASCH.

HI, I'M EMILIO REMIOR, BUT MY NICK-NAME'S "CHAINSAW."

Charlie's Comics





YOU DIDN'T DO THAT TO YOUR SISTER, DID YOU?

HA HA HA. NO, DAD. I DON'T KNOW WHAT HAPPENED.

WELL, THIS SURE HASN'T BEEN A GREAT VACATION SO FAR.



LOOK, IT'S THE CAR FROM PAWN BROKER! COOL, DAD! LET'S GO LOOK!



WE SHOULD WAIT FOR YOUR MOTHER.

OH, COME ON, DAD.

WELL, ALL RIGHT. I'LL WATCH OUT FOR YOUR MOM.



HEY, WHERE'D YOUR SISTER'S DOLL GO?

I DON'T KNOW. MAYBE HE SPLIT LIKE A BANANA.



SHE'S GOING TO BE REALLY MAD.



I DON'T SEE HIM, THOUGH. MAYBE YOU'RE RIGHT.

HOLY CRAP. TO TRAM TOUR



...HOT-LOOKING BABE.

YEAH, DUDE.

THE Clash

I DON'T BELIEVE THIS, I JUST SAW THAT GOOD GUY DOLL RUN AWAY UNDER THE FENCE.



RIGHT, I'M SO SURE.

I DON'T SEE ANYTHING.



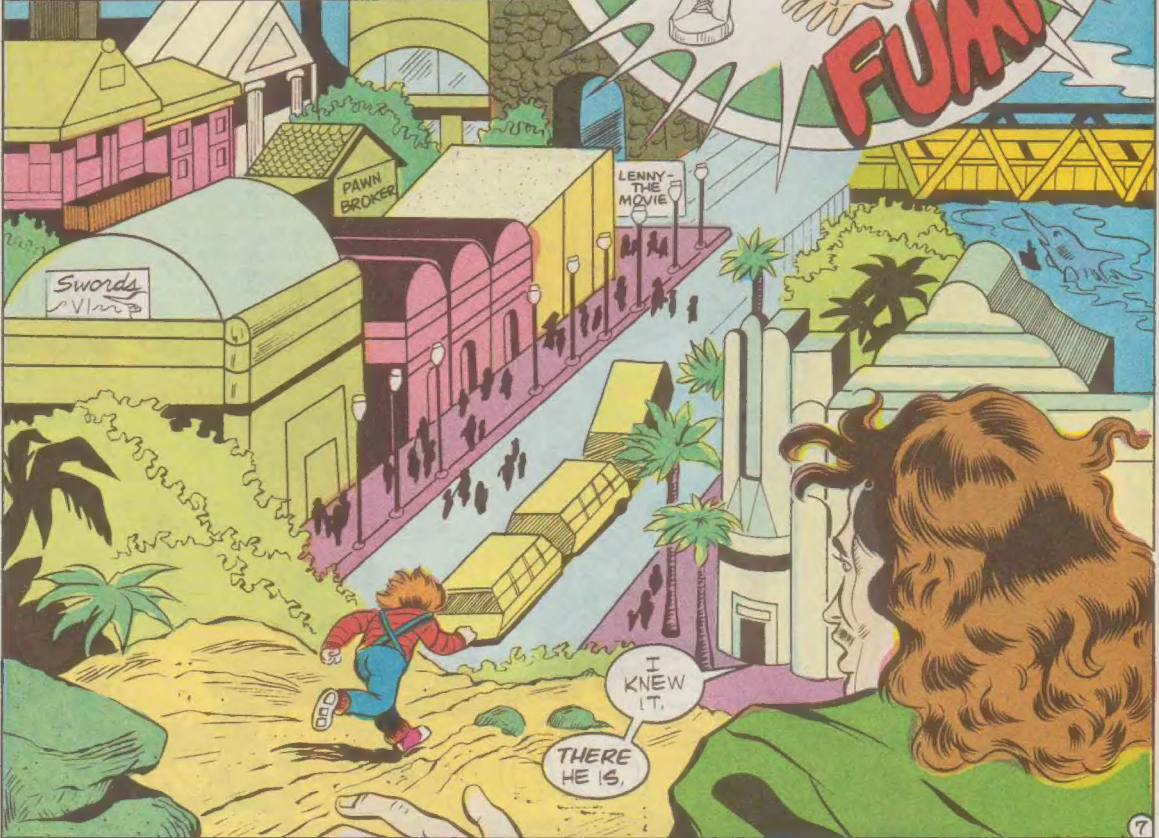
ME NEITHER.

I'M SERIOUS, JOHAN.



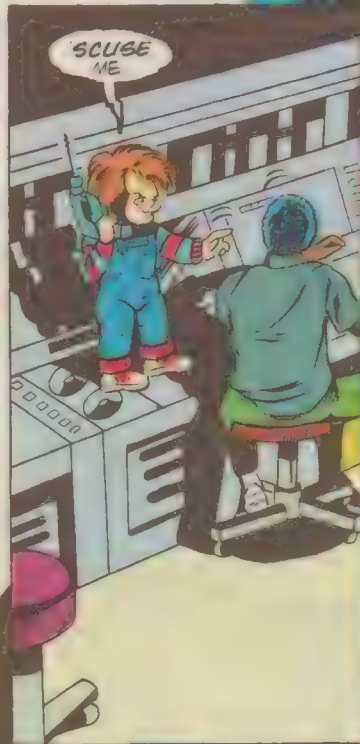
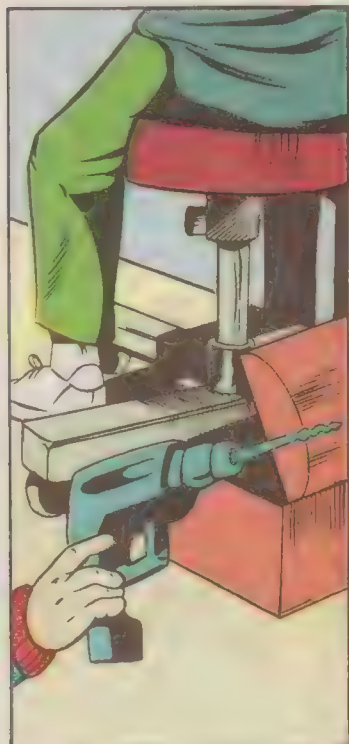
WELL, I'M GOING AFTER HIM. MAYBE THEY'RE SHOOTING A MOVIE ABOUT KILLER GOOD GUY DOLLS OR SOMETHING.

I'LL CATCH UP WITH YOU GUYS

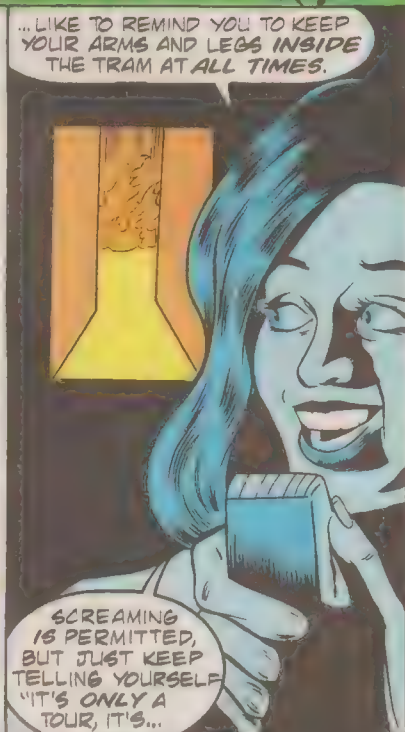
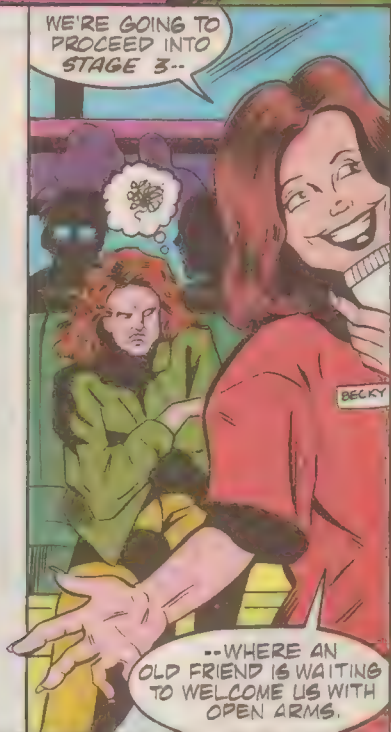


I KNEW IT.

THERE HE IS,









LOOK OUT!

WHAT THE...?

EEEEEEK!

THAT'S NOT PART OF THE TOUR.

GALAXY STUDIOS

CRAP WHAT THE HELL'S GOING...

HELP!

...OOONNNNNN?!

YEEEEK!

HEEEELLPP!

YEEEEKK!

AAIIIEEEEE!

HELP!

KRRSSSSHH

SKREEETT

IT'S THAT DAMN DOLL!

HE'S BEHIND THIS!

DON'T LOOK DOWN

ALL RIGHT, YOU LITTLE SPUD- YOU'VE HAD...

HA HA HA HA!



ALL RIGHT, ASSHOLE--
WHO ARE YOU AND WHY THE HELL
ARE YOU AFTER ME?

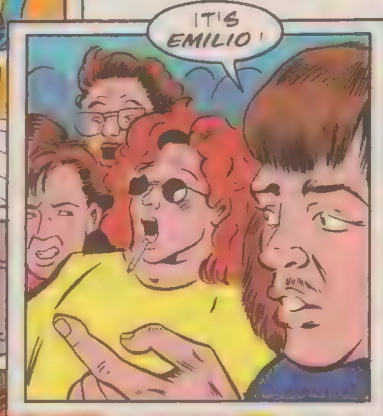
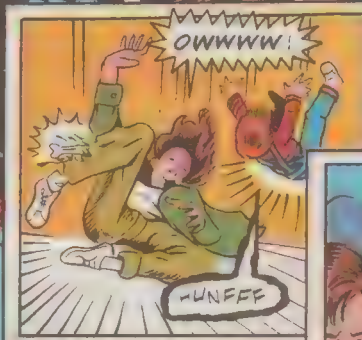
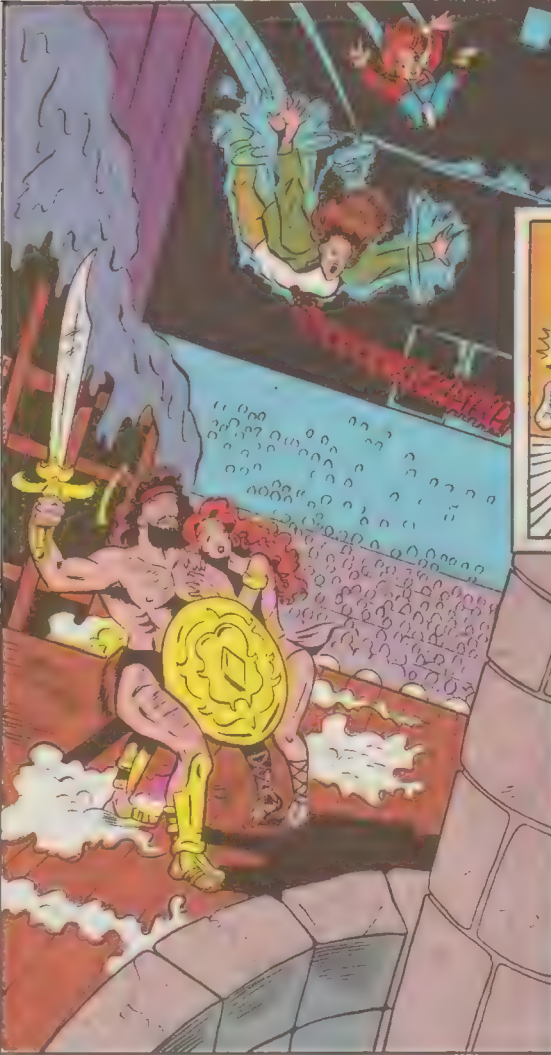
YO-YOU'RE ONE
OF THOSE KILLER
GOOD GUY DOLLS,
AREN'T YOU?

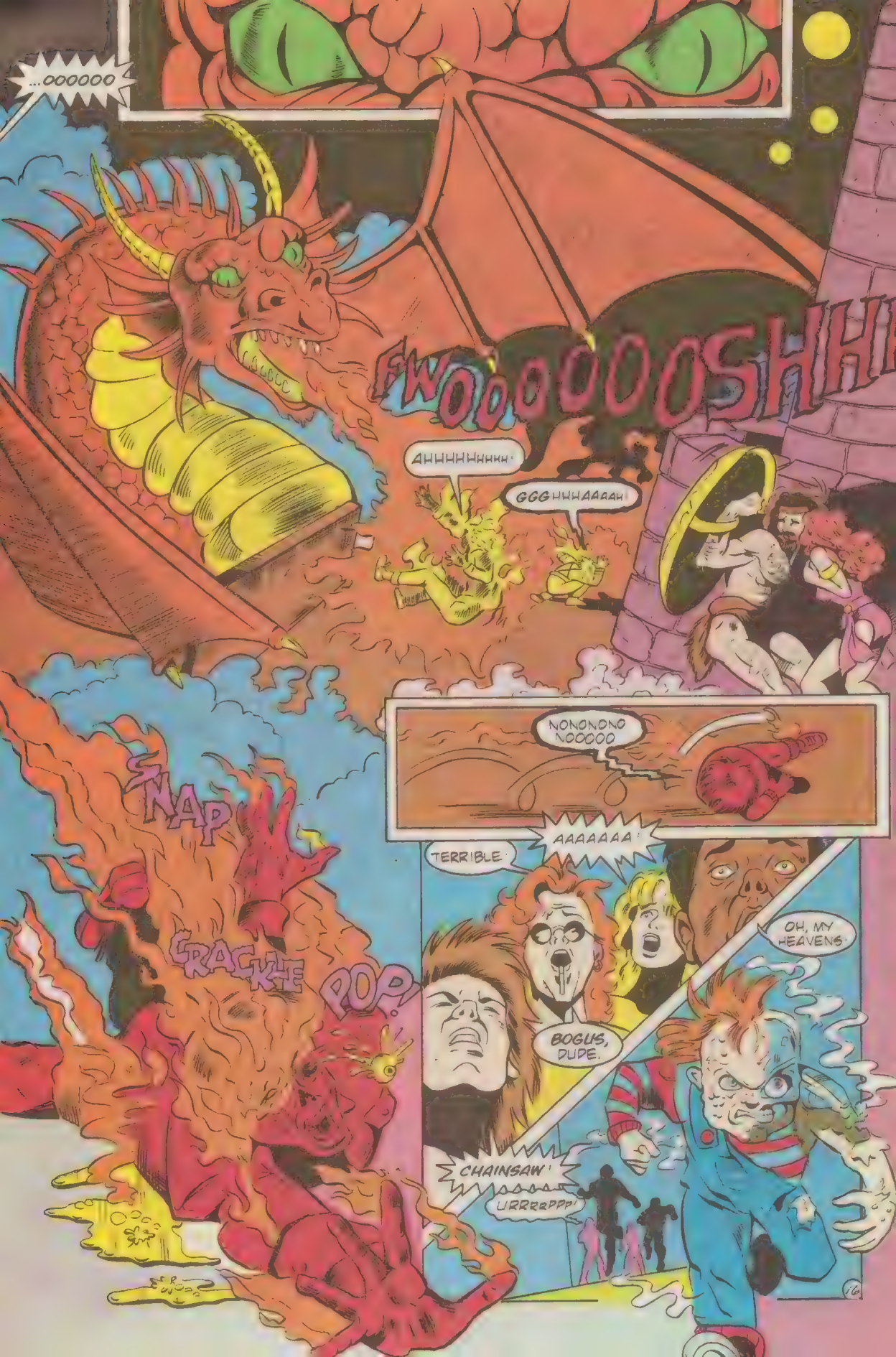
I'M THE ONLY
KILLER GOOD GUY
DOLL, DICKWIDE.

AND YOU'RE
NOW MY ESCAPE
ROUTE.

NOW, MUCH
AS I LOVE QUEEN
KAANGA, WE'D BETTER
GET GOING.

GIDDYAP,
HORSEY!





...OOOOOO

FWOOOOOSH

AHHHHHHHHH!

GGGHHHAAAAH

NONONONO
NOOOOO

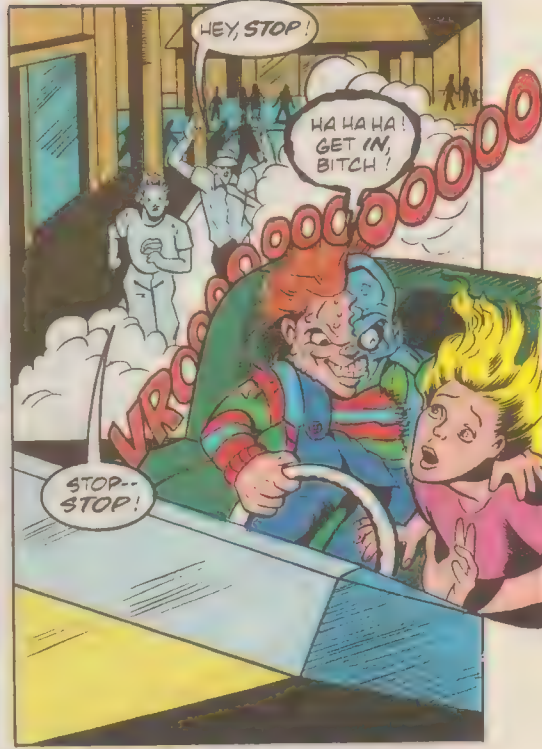
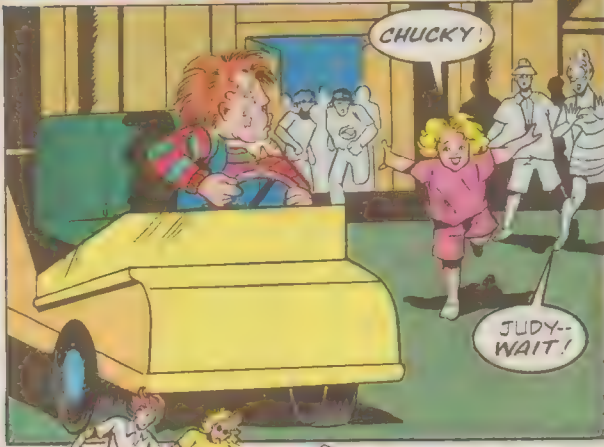
TERRIBLE

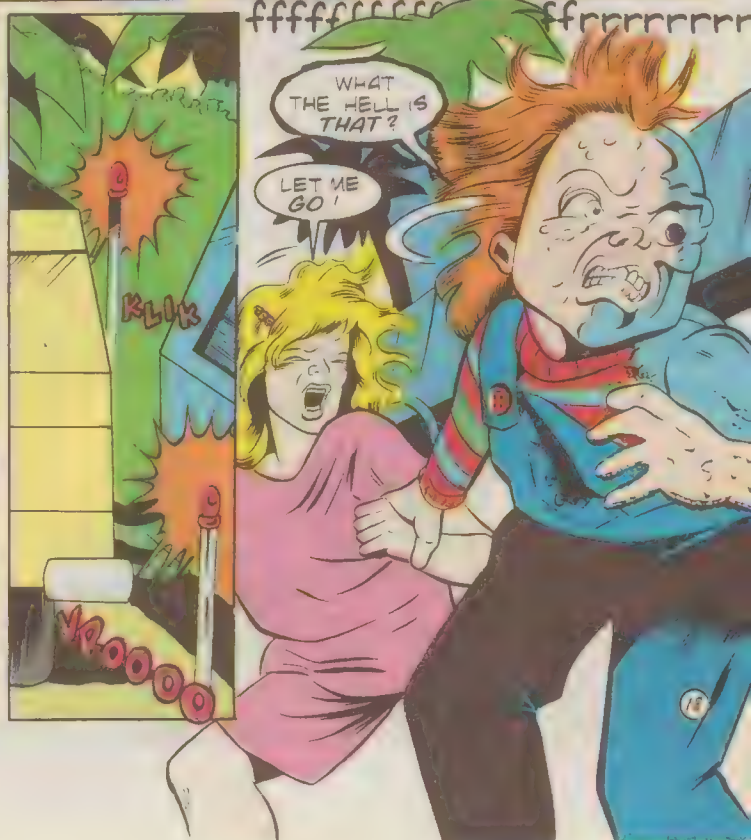
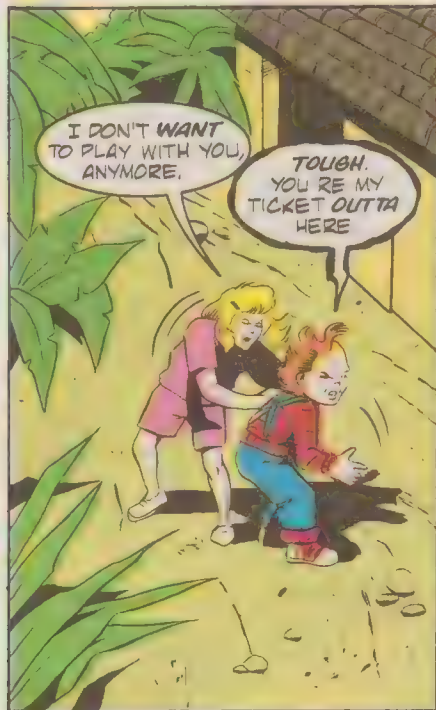
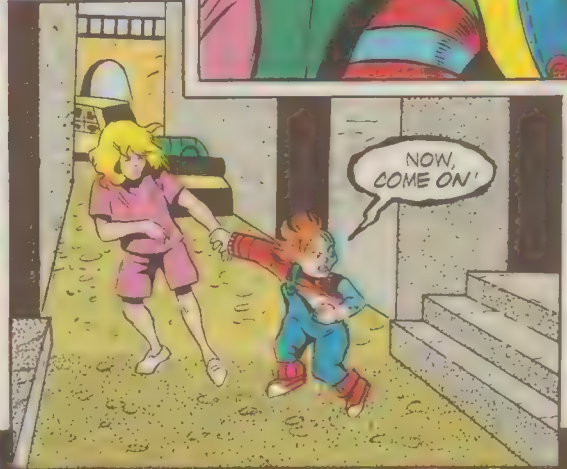
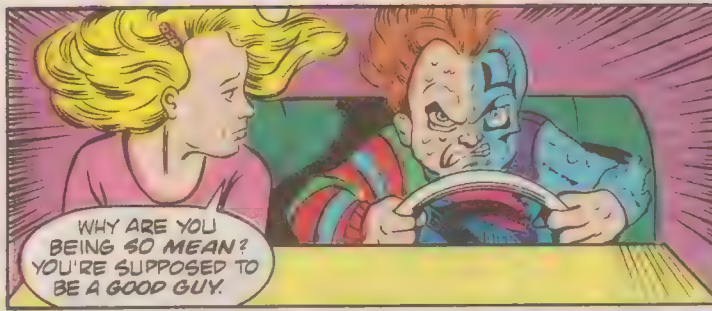
AAAAAAA!

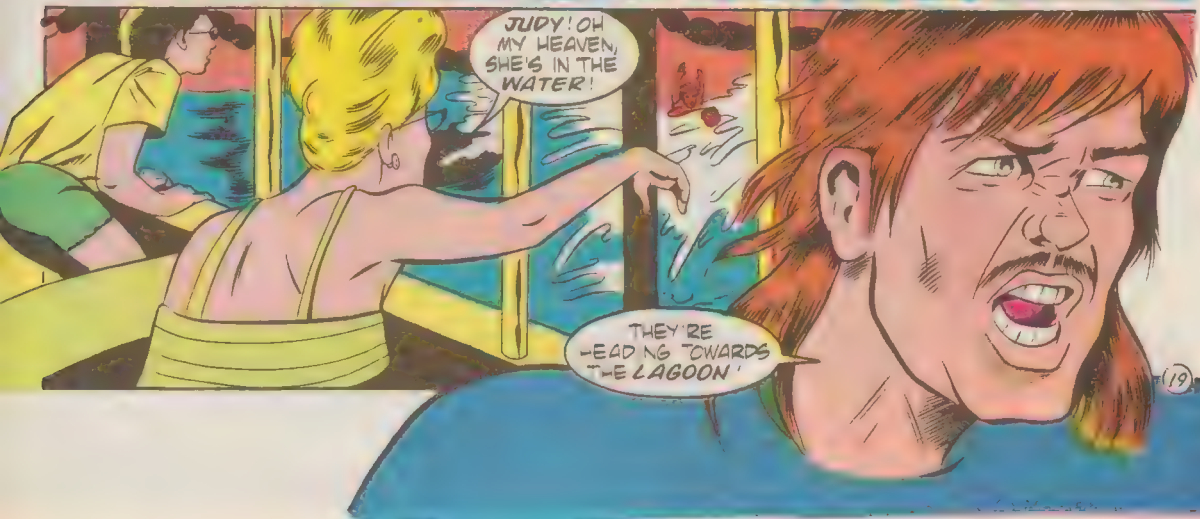
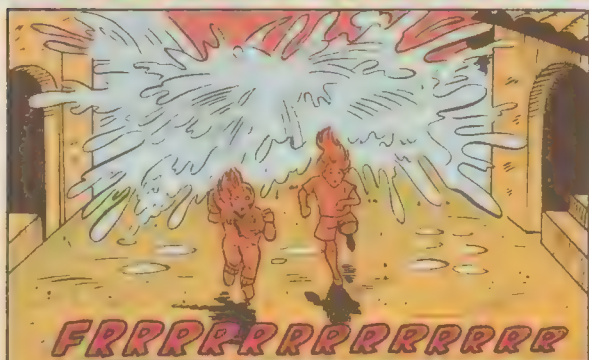
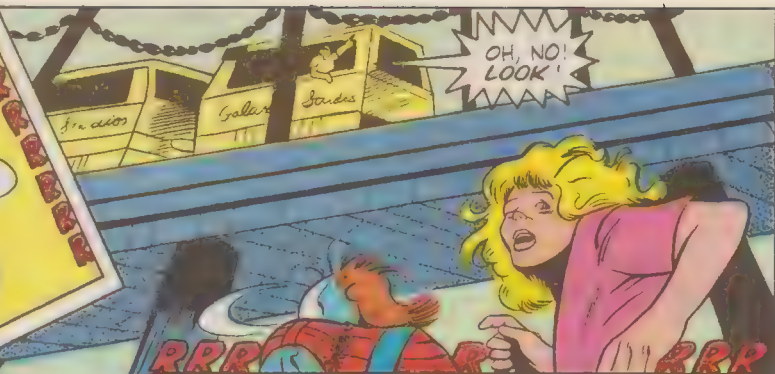
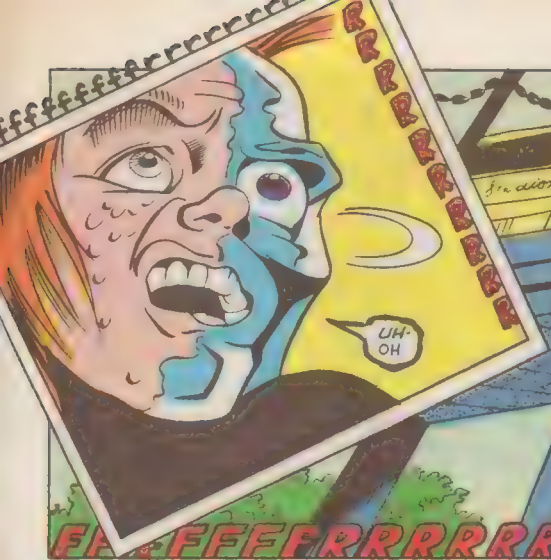
OH, MY
HEAVENS!

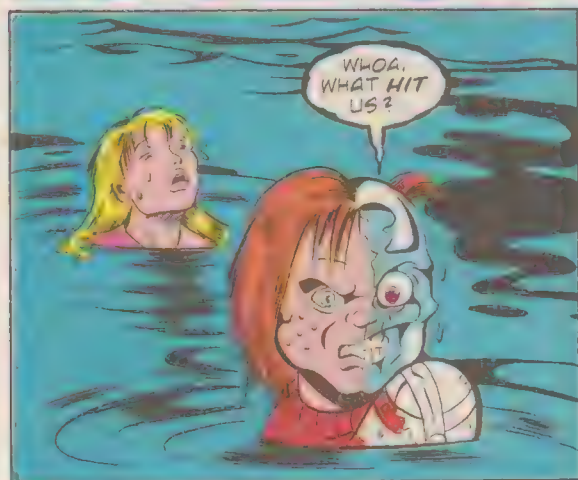
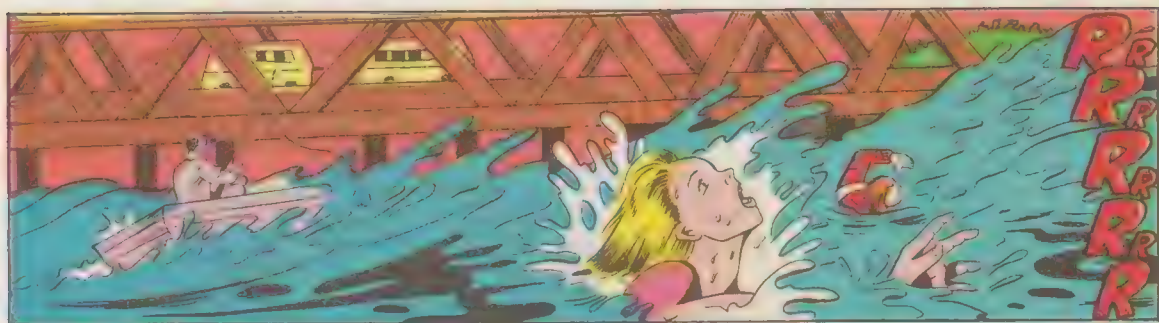
BOGUS,
DUDE.

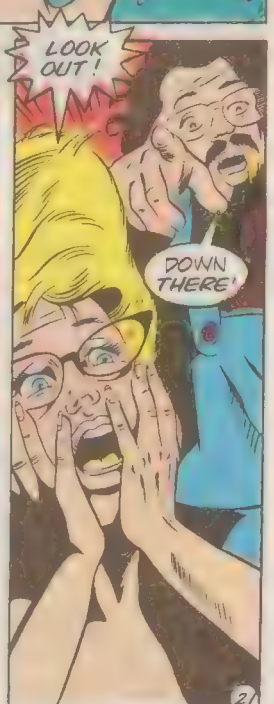
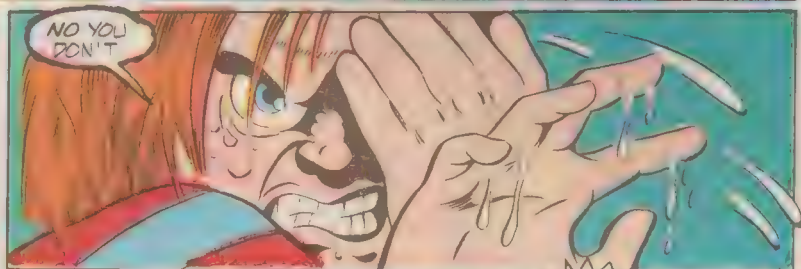
CHAINSAW!
URRRRRPPP!

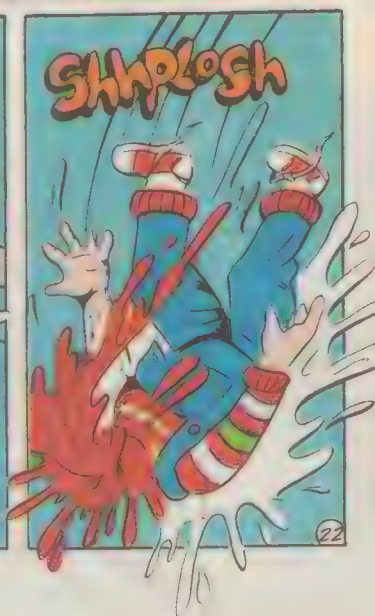
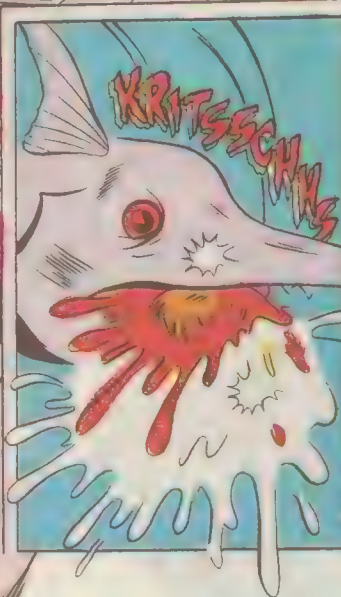
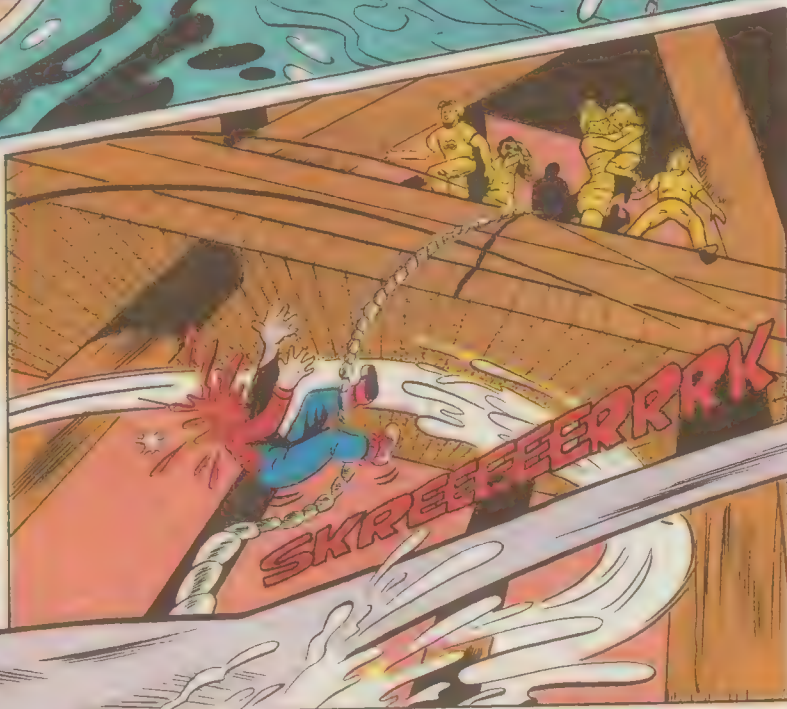
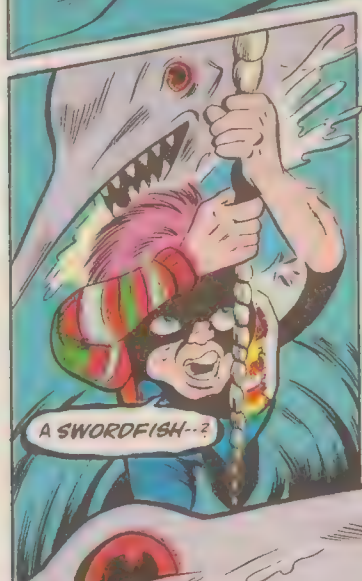
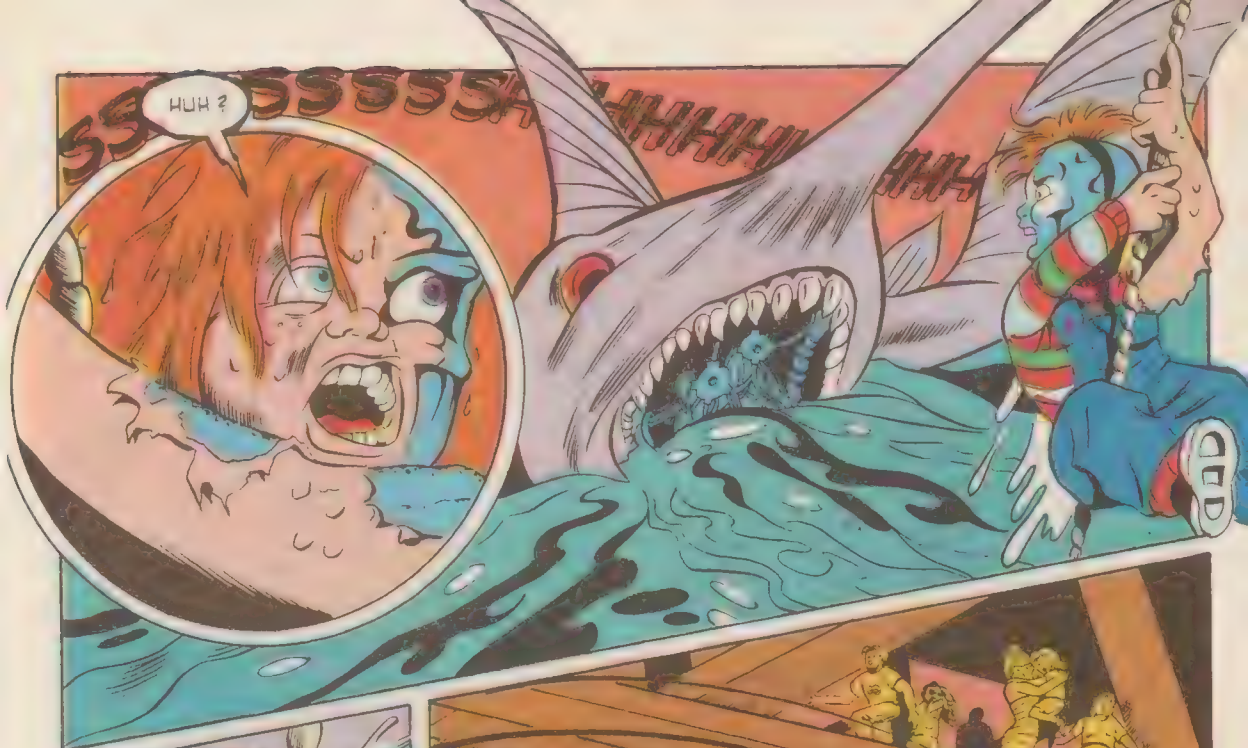










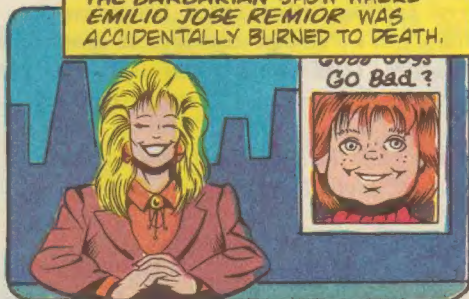




"HIS BODY FELL BACK IN THE LAGOON."

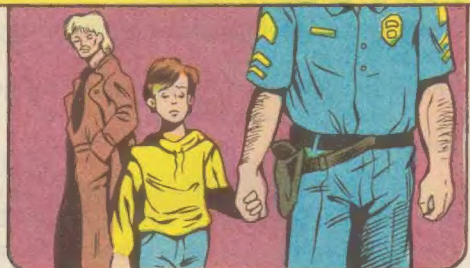
"AUTHORITIES ARE CURRENTLY SEARCHING FOR THE DEADLY DOLL'S BODY."

"HUNDREDS OF BYSTANDERS CLAIM TO HAVE SEEN THE DOLL AT THE ACK THE BARBARIAN SHOW WHERE EMILIO JOSE REMIOR WAS ACCIDENTALLY BURNED TO DEATH."

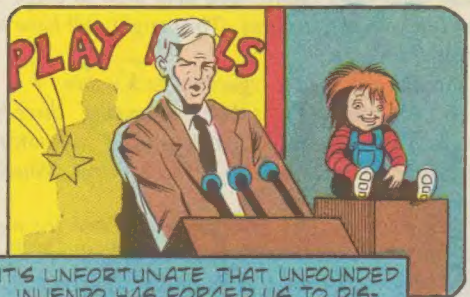


"THE GOOD GUY DOLL HYSTERIA HAS SPARKED REPORTS OF HAUNTED DOLLS ALL OVER THE COUNTRY. ANDREW BARCLAY, THE YOUNG CHICAGO BOY WHO FIRST INSISTED THAT HIS DOLL WAS INHABITED BY THE SPIRIT OF THE 'LAKESHORE STRANGLER,' IS NOW IN A FOSTER HOME."

"... WHILE HIS MOTHER, KAREN BARCLAY, IS NOW ON TRIAL FOR THE MURDER OF HER PSYCHIATRIST EARLY LAST MONTH."



"TED SULLIVAN, HEAD OF THE CHICAGO-BASED PLAY PALS COMPANY, BOWED TO THE NEGATIVE PUBLICITY EARLIER TODAY BY ANNOUNCING THE CLOSING OF THE PLANT WHICH MANUFACTURES THE DOLLS."



"IT'S UNFORTUNATE THAT UNFOUNDED INJUENDO HAS FORCED US TO DISCONTINUE THE FINE LINE OF GOOD GUYS DOLLS..."



"... WHO HAVE PROVIDED COUNTLESS BOYS AND GIRLS..."

"... WITH A FRIEND TO THE END."

Send your letters to:

CHILD'S PLAY

DEAD LETTERS

3622 Jacob Street, Wheeling, WV 26003



It's no fluke. *CHILD'S PLAY* letter column writers are younger — and weirder — than lettercol writers for any other series Innovation has ever published! It's a strange experience to open each letter addressed to "Dead Letters" — especially when some of those readers feel compelled to enclose their own drawn rendition of Chucky!

With all that in mind, let's delve into our regularly-scheduled lettercol, okay? Onward....

Dear Innovation--

I was reading my *CHILD'S PLAY* issues #1, book #2, and I noticed the "Back Issues Plus" ad page.

And I noticed that there were no back orders available on *CHILD'S PLAY* issues. I was just wanting to know if there was any way that I could order *CHILD'S PLAY* issue #1 book #1. I already have #2 and #3.

And I've been waiting for the comic-book stores in my area to order it.

They just keep telling me that they've been trying, but that it's been taking months. So: I thought that, if I could write to you myself, it would be easier for me.

If you can't get me a copy, please tell me somewhere to get it. Thank you very much!

Kim W. Davidson
(No address on letter)

Unfortunately, comics shops are at the mercies of the distributors who may or may not wish to be bothered filling back-issue requests. We've re-offered every issue, so they have indeed been made available consistently.

Remember that we publish roughly 10 titles per month; if you don't see a Back Issues Plus ad in one of the other titles, I'd be surprised. At a glance at the comics on my wall, I see "Back Issues Plus" ads featured in *NIGHTMARES ON ELM STREET* #1, *QUANTUM LEAP* #1, *3 X 3 EYES* #4, and *THE MAZE AGENCY* #23. They're updated every month or two, so you know the lists are current.

I'm confused by your numbering, but here's what's available:

CHILD'S PLAY 2 #1, #2, and #3 are available at \$2.50 per issue.

CHILD'S PLAY: THE SERIES #1, #2, and #3 are available at \$2.50 per issue.

CHILD'S PLAY: THE GRAPHIC NOVEL (a collection of our three-part adaptation, as a trade paperback) is available for \$6.95.

And starting this month, *CHILD'S PLAY* 3 #1, #2, and #3 are all available, also at \$2.50 per issue.

A trade paperback version of *CHILD'S PLAY* 3 will be available at Christmastime, for \$6.95.

All are available from Back Issues Plus, 3622 Jacob Street, Wheeling, WV 26003. Include \$2 postage per order plus a dime per book.

Dear Innovation--

Hi! I was wondering if there is any way I could send away for a "Good Guy" doll.

And would it be possible to subscribe to the *CHILD'S PLAY* comic? I love them.

Please give me more information on Chucky, if it is possible.

Thank you very much — and keep up the good work!

Later....

Barry McDonald
359 King Street East
Oshawa, Ontario
Canada L1H-1E3

Barry, nobody as far as I know has mass-marketed full-sized Chucky dolls, although last year two different-sized dolls and a latex mask were both available from the Spencer Gifts store chain. You may wish to check with them, if they're in your area. They might still have some backstock available.

See the above letter regarding back issues.

If you wish to subscribe to the three-issue adaptation of *CHILD'S PLAY* 3, send \$9 to Innovation Subscription Department, 3622 Jacob Street, Wheeling, WV 26003.

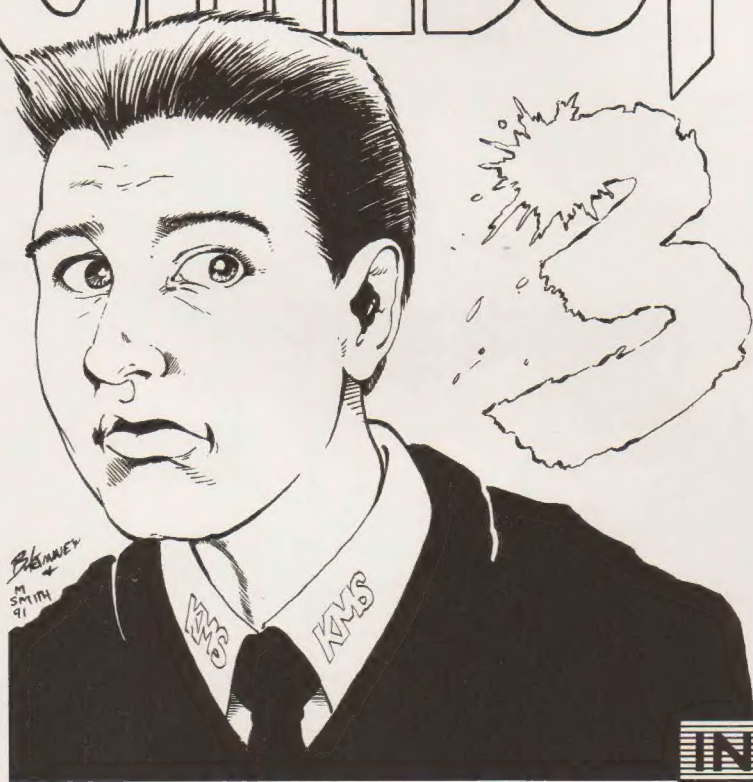
It's a lot of fun — the comic book and the movie. The comic is adapted by Andy Mangels, illustrated by Brandon McKinney and friends, and it's a doozie.

Hidey-Ho!

See you there...

-- David Campiti
September, 1991

LOOK WHO'S STALKING... #6



ON SALE NOW
FROM

INNOVATION™

**THERE COMES A TIME
TO PUT AWAY CHILDHOOD THINGS.
BUT SOME THINGS
WON'T STAY PUT!**

CHILD'S PLAY 3

LOOK WHO'S STALKING!

UNIVERSAL PICTURES PRESENTS A DAVID KIRSCHNER PRODUCTION "CHILD'S PLAY 3" JUSTIN WHALIN PERREY REEVES JEREMY SYLVERS
CREATED BY DAVID KIRSCHNER BASED ON CHARACTERS CREATED BY DON MANCINI
EDITED BY KEVIN YACHER MUSIC BY CORY LERIOS AND JOHN D'ANDREA
FROM EDWARD WARSCHILKA PRODUCTION DESIGNED BY RICHARD SAWYER
DIRECTED BY JOHN R. LEONETTI CO-PRODUCED BY LAURA MOSKOWITZ EXECUTIVE PRODUCER DAVID KIRSCHNER
WRITTEN BY DON MANCINI PRODUCED BY ROBERT LATHAM BROWN DIRECTED BY JACK BENDER A UNIVERSAL PICTURE
UNIVERSAL
1997 UNIVERSAL CITY STUDIOS, INC.

R

RESTRICTED
UNDER 17 REQUIRES ACCOMPANYING
PARENT OR ADULT GUARDIAN

DO NOT
SMOKE
OR DRINK
ALCOHOL
WHILE
DRIVING

READ THE
BOOK

WRITTEN
BY DON MANCINI

PRODUCED
BY ROBERT LATHAM BROWN

DIRECTED
BY JACK BENDER

A UNIVERSAL PICTURE

UNIVERSAL

NOW PLAYING AT THEATRES EVERYWHERE